Please amend the claims as follows:

WHAT IS CLAIMED IS:

1. (Amended) A system for generating web site data, comprising:

a plurality of storages, each for storing data to be used for defining a range of one of a plurality of web site dimensions; ~~and~~

a web site template storage for storing a plurality of web site templates, each of said web site templates including a set of characteristics for one or more of said plurality of web site dimensions, all of the characteristics for each of the web site dimensions at least in part defining a subset of said data stored in said storage corresponding to said dimension~~s~~; and

<u>a description generator for generating a description of a web site based upon at least one of said plurality of web site templates.</u>

2. (Canceled) The system as claimed in claim 1, further comprising a description generator for generating a description of a web site based upon at least one of said plurality of web site templates.

3. (Amended) The system as claimed in claim ~~2~~ <u>1</u>, wherein a probability for generating two of the same description of a web site based upon one of said plurality of web site templates is less than one.

4. (Amended) The system as claimed in claim ~~2~~ <u>1</u>, wherein each of a predetermined number of descriptions of a web site generated based upon one of said plurality of web site templates is distinguishable from the other descriptions.

5. (Amended) The system as claimed in claim ~~2~~ <u>1</u>, further comprising a description storage for storing the generated description of the web site.

6. (Original) The system as claimed in claim 1, wherein the description of a web site is generated pseudo-randomly.

7. (Original) The system as claimed in claim 1, wherein the description of a web site is generated in a non-deterministic manner.

8. (Original) The system as claimed in claim 1, wherein the description of a web site is generated randomly.

9. (Original) The system as claimed in claim 1, wherein one of the plurality of web site dimensions is web site content.

10. (Original) The system as claimed in claim 1, wherein one of the plurality of web site dimensions is web site layout.

11. (Original) The system as claimed in claim 1, wherein one of the plurality of web site dimensions is web site navigation.

12. (Original) The system as claimed in claim 1, wherein one of the plurality of web site dimensions is web site component applications.

13. (Original) The system as claimed in claim 1, wherein one of the plurality of web site dimensions is web site colors.

14. (Original) The system as claimed in claim 1, wherein one of the plurality of web site dimensions is web site theme.

15. (Original) The system as claimed in claim 1, wherein one of the plurality of web site dimensions is web site graphics.

16. (Original) The system as claimed in claim 1, wherein one of the plurality of web site dimensions is web site image set.

17. (Original) The system as claimed in claim 1, wherein one of the plurality of web site dimensions is platform for accessing the web site.

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18. (Original) The system as claimed in claim 1, wherein a combination of the data defining at least two of the respective web site dimensions is selected in accordance with said web site description.

19. (Original) The system as claimed in claim 18, wherein the combination of the data is selected in accordance with a predetermined relationship between at least two characteristics for the one or more web site dimensions.

20. (Original) The system as claimed in claim 1, wherein all of the characteristics for each of the web site dimensions at least in part define a complementary subset of said data stored in said storage corresponding to said dimension.

21. (Original) The system as claimed in claim 1, wherein at least two of the characteristics of one or more web site dimensions include a predetermined relationship with each other.

22. (Original) The system as claimed in claim 1, wherein all of the characteristics for one or more of the web site dimensions at least in part defining a subset of said data stored in one or more of said storages corresponding to at least one other dimension.

23. (Original) The system as claimed in claim 1, wherein one or more of the web site templates define a relationship between at least two of the characteristics for the one or more web site dimensions.

24. (Original) The system as claimed in claim 1, wherein each of the plurality of web site templates corresponds to a specific industry.

25. (Original) The system as claimed in claim 1, wherein each of the plurality of web site templates corresponds to at least one general industry.

26. (Amended) A method of generating web site data, comprising the steps of:

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storing data to be used for defining a range of a plurality of web site dimensions, data used for defining the range of each of the plurality of web site dimensions being stored in a respective storage; ~~and~~

storing a plurality of web site templates, each of said web site templates including a set of characteristics for one or more of said plurality of web site dimensions, all of the characteristics for each of the web site dimensions at least in part defining a subset of said data stored in said storage corresponding to said dimension-; and

generating a description of a web site based upon at least one of said plurality of web site templates.

27. (Canceled) The method as claimed in claim 26, further comprising the step of generating a description of a web site based upon at least one of said plurality of web site templates.

28. (Amended) The method as claimed in claim ~~27~~ 26 wherein a probability for generating two of the same description of a web site based upon one of said plurality of web site templates is less than one.

29. (Amended) The method as claimed in claim ~~27~~ 26, wherein each of a predetermined number of descriptions of a web site generated based upon one of said plurality of web site templates is distinguishable from the other descriptions.

30. (Amended) The method as claimed in claim ~~27~~ 26, further comprising the step of storing the generated description of the web site.

31. (Amended) The method as claimed in claim ~~27~~ 26, wherein the description of a web site is generated pseudo-randomly.

32. (Amended) The method as claimed in claim ~~27~~ 26, wherein the description of a web site is generated in a non-deterministic manner.

33. (Amended) The method as claimed in claim ~~27~~ 26, wherein the description of a web site is generated randomly.

34. (Amended) The method as claimed in claim 26, wherein one of the plurality of web site dimensions is web site content.

35. (Original) The method as claimed in claim 26, wherein one of the plurality of web site dimensions is web site layout.

36. (Original) The method as claimed in claim 26, wherein one of the plurality of web site dimensions is web site navigation.

37. (Original) The method as claimed in claim 26, wherein one of the plurality of web site dimensions is web site component applications.

38. (Original) The method as claimed in claim 26, wherein one of the plurality of web site dimensions is web site colors.

39. (Original) The method as claimed in claim 26, wherein one of the plurality of web site dimensions is web site theme.

40. (Original) The method as claimed in claim 26, wherein one of the plurality of web site dimensions is web site graphics.

41. (Original) The method as claimed in claim 26, wherein one of the plurality of web site dimensions is web site image set.

42. (Original) The method as claimed in claim 26, wherein one of the plurality of web site dimensions is platform for accessing the web site.

43. (Original) The method as claimed in claim 26, wherein a combination of the data defining at least two of the respective web site dimensions is selected in accordance with said web site description.

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44. (Original) The method as claimed in claim 43, wherein the combination of the data is selected in accordance with a predetermined relationship between at least two characteristics for the one or more web site dimensions.

45. (Original) The method as claimed in claim 26, wherein all of the characteristics for each of the web site dimensions at least in part define a complementary subset of said data stored in said storage corresponding to said dimension.

46. (Original) The method as claimed in claim 44, wherein at least two of the characteristics of one or more web site dimensions include a predetermined relationship with each other.

47. (Original) The method as claimed in claim 26, wherein all of the characteristics for one or more of the web site dimensions at least in part defining a subset of said data stored in one or more of said storages corresponding to at least one other dimension.

48. (Original) The method as claimed in claim 26, wherein one or more of the web site templates define a relationship between at least two of the characteristics for the one or more web site dimensions.

49. (Original) The method as claimed in claim 26, wherein each of the plurality of web site templates corresponds to a specific industry.

50. (Original) The method as claimed in claim 26, wherein each of the plurality of web site templates corresponds to at least one general industry.

51. (Amended) A system for generating web site data, comprising:

a plurality of data storage means, each for storing data to be used for defining a range of one of a plurality of web site dimensions; and

template storage means for storing a plurality of web site templates, each of said web site templates including a set of characteristics for one or more of said plurality of web site dimensions, all of the characteristics for each of the web site dimensions at least in part defining a subset of said data stored in said data storage means corresponding to said dimension

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description generator means for generating a description of a web site based upon at least one of said plurality of web site templates.

52. (Amended) A set of computer program instructions for generating web site data, comprising:

an instruction for storing data to be used for defining a range of a plurality of web site dimensions, data used for defining the range of each of the plurality of web site dimensions being stored in a respective storage; and

an instruction for storing a plurality of web site templates, each of said web site templates including a set of characteristics for one or more of said plurality of web site dimensions, all of the characteristics for each of the web site dimensions at least in part defining a subset of said data stored in said storage corresponding to said dimension

an instruction for generating a description of a web site based upon at least one of said plurality of web site templates.

53. (Amended) A system for generating web site data, comprising:

a plurality of storages, each for storing data to be used for defining a range of one of a plurality of web site dimensions; and

a web site template storage for storing a plurality of web site templates, each of said web site templates including a set of characteristics for one or more of said plurality of web site dimensions, all of the characteristics for each of the web site dimensions at least in part defining a subset of said data stored in said storage corresponding to said dimension

a description generator for generating a description of a web site based upon at least one of said plurality of web site templates.

54. (Amended) A method of generating multimedia information data, comprising the steps of:

storing data to be used for defining a range of a plurality of multimedia information dimensions, data used for defining the range of each of the plurality of multimedia information dimensions being stored in a respective storage; and

storing a plurality of multimedia information templates, each of said multimedia information templates including a set of characteristics for one or more of said plurality of multimedia information dimensions, all of the characteristics for each of the multimedia information

dimensions at least in part defining a subset of said data stored in said storage corresponding to said dimension

generating a description of a web site based upon at least one of said plurality of web site templates.